

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A process for enhancing viewership of television, comprising:

receiving, by a digital video recorder (DVR), a program segment containing a beginning portion of a commercial at a beginning of a commercial break;

during playback of the program segment, displaying the beginning portion of the commercial break contained in the program segment for a particular length of time;

~~wherein the beginning portion of the commercial break is of a particular length of time and has been authored to provide a teaser to entice a viewer to watch commercials during the commercial break before the viewer causes the DVR to skip through the commercial break; and~~

pausing playing of the program segment, by the DVR, after displaying the teaser beginning portion of the commercial for the particular length of time; and

in response to a command from a viewer, performing, at the DVR, at least one of:

playing the remainder of the commercial; and

skipping the remainder of the commercial.

- 2 – 3. (Cancelled)

4. (Withdrawn) A process for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising the steps of:

designating a beginning portion within a television advertisement;

wherein said beginning portion is of a particular length of time;

wherein said beginning portion contains more important content designed to get a desired message across to a viewer in the predetermined length of time; and

wherein an advertiser is charged a particular fee by a content provider for placing the television advertisement at a beginning of a commercial break.

5 - 15. (Canceled)

16. (Currently Amended) A process for enhancing viewership of television advertisements, comprising:

receiving, by a digital video recorder (DVR), a program segment containing a ~~beginning portion of~~ a commercial break;

playing the program segment to a viewer;

detecting, by the DVR, an in-band signal associated with the program segment;

in response to detecting the in-band signal, displaying, by the DVR, a menu as specified by the in-band signal;

~~displaying the beginning portion of the commercial break in the program segment;~~

~~wherein the beginning portion of the commercial break is of a particular length of time;~~

~~wherein the beginning portion of the commercial break is authored to cause a DVR to display a menu to a viewer;~~

pausing playback of the program segment, by the DVR, while displaying the menu; and

wherein the viewer is allowed to either skip past the menu and continue viewing the program segment, thereby causing the DVR to unpause the playback of the program segment, or select a particular item in the menu.

17. (Withdrawn) A process for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising the steps of:

designating an end portion within a television advertisement;

wherein said end portion is of a particular length of time;

wherein said end portion contains more important content designed to get a desired message across to a viewer in the particular length of time; and

wherein an advertiser is charged a particular fee by a content provider for placing the television advertisement at the end of a commercial break.

18. (Currently Amended) The process of Claim +16, wherein the teaser in-band signal comprises contains a tag that triggers the DVR to display the menu; and wherein the tag includes information to be displayed in the menu.

19. (Withdrawn) A process for enhancing the viewership of television advertisements in a digital video recorder (DVR) environment, comprising the steps of:

receiving a commercial advertisement, the commercial advertisement is authored to provide a teaser in a first beginning portion of the commercial advertisement to entice a viewer to watch commercials during a commercial break before the viewer causes the DVR to skip through the commercial break; and

inserting the commercial advertisement as the first commercial in a commercial break in a program segment.

20. (Withdrawn) The process of Claim 19, wherein the first beginning portion is of a particular length of time.
21. (Withdrawn) The process of Claim 19, further comprising the step of:
charging an advertiser a particular fee for placing the commercial advertisement as the first commercial in the commercial break in the program segment.
22. (Withdrawn) The process of Claim 19, wherein the teaser is a set of images or a logo that indicate a commercial relating to a particular advertiser is present.
23. (Withdrawn) The process of Claim 19, wherein the teaser is a short sequence of animations.
24. (Withdrawn) The process of Claim 19, wherein the teaser is a tag that triggers the DVR to display a menu.
25. (Withdrawn) The process of Claim 24, wherein when the menu is displayed the viewer is allowed to skip forward past the menu or select a particular item via the menu.
26. (Withdrawn) The process of Claim 25, wherein the DVR pauses playing the program segment when displaying the menu.

27. (Withdrawn) The process of Claim 19, wherein the DVR pauses playing the program segment after displaying said teaser.

28. (Withdrawn) The process of Claim 27, wherein the viewer can watch the commercial advertisement or skip to a next commercial advertisement.

29. (Withdrawn) The process of Claim 28, wherein the next commercial advertisement presents a second teaser to the viewer and wherein the DVR pauses playing the program segment after displaying the second teaser.

30. (Withdrawn) The process of Claim 1, wherein the viewer can subsequently watch a commercial advertisement or skip to a next commercial advertisement.

31. (Withdrawn) The process of Claim 30, wherein the next commercial advertisement presents a second teaser to the viewer and wherein the DVR pauses playing the program segment after displaying the second teaser.

32. (Currently Amended) A process for enhancing viewership of television advertisements, comprising:

receiving, by a digital video recorder (DVR), a program segment containing ~~a beginning~~
an introductory portion of a commercial break and a commercial, the introductory portion of the
commercial break immediately preceding the commercial in the program segment;

wherein the content of the introductory portion of the commercial break is related to the content of the commercial;

wherein the introductory portion of the commercial break comprises one of: a set of one or more images that introduces the commercial, or a multi-frame video that introduces the commercial;

during playback of the program segment, displaying the beginning introductory portion of the commercial break contained in the program segment for a particular length of time;

wherein the beginning portion of the commercial break is of a particular length of time;

wherein the beginning portion of the commercial break is authored to provide a teaser to entice a viewer to watch commercials during the commercial break; and

pausing playing of the program segment after displaying the teaser introductory portion of the commercial break.

33 - 36. (Cancelled).

37. (New) The process of Claim 32, further comprising: performing, at the DVR in response to a command from a user, at least one of:

playing the particular commercial associated with the introductory portion of the commercial break; and

skipping the particular commercial associated with the introductory portion of the commercial break.

38. (New) The process of Claim 1 further comprising:

in response to a command from the user to skip the remainder of the commercial, displaying a beginning portion of a second commercial contained in the program segment;

pausing playing of the program segment after displaying the beginning portion of the second commercial;

in response to a second command from the user, performing, at the DVR, at least one of:

playing the remainder of the second commercial; and

skipping the remainder of the second commercial.

39. (New) The process of Claim 1, wherein the beginning portion of the commercial is authored to provide a teaser to entice a viewer to watch the commercials of the commercial break.

40. (New) The process of Claim 18, wherein the pausing step is triggered by the DVR upon detection of an in-band signal.

41. (New) The process of Claim 16, wherein the in-band signal contains information about each of the commercials in the commercial break, further comprising:

creating, by the DVR, the menu based on the information about each of the commercials in the commercial break.